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Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-08 INR-10 LAB-04
NSAE-00 PA-02 SIL-01 ICA-20 /058 R

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----------103949 250853Z /21
R 242046Z AUG 78
FM SECSTATE WASHDC
TO AMEMBASSY PARIS
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG

UNCLAS STATE 215772

USIMC/COHEN; COMAFF/GRANT/PARIS

E.O. 11652:N/A

TAGS: BEXP, FR, BE, NL, LU

SUBJECT: FY 1980 FRANCE/BENELUX (NON-USIMC, PARIS)
PROMOTION EVENT SCHEDULE

REF: (A) STATE 130046; (B) THE HAGUE 2962; (C) BRUSSELS
10317

1. FOLLOWING UPDATES PLANNED FY-80 PROMOTION SCHEDULE FOR FRANCE/BENELUX FOR ALL EVENTS OTHER THAN EXHIBITIONS TO BE STAGED BY USIMC, PARIS. REVISED IMC SCHEDULE WAS SENT IN SEPARATE TELEGRAM.

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2. FOR FRANCE:
(A) USDOC CATALOG/B.I.O., S.I.G., GRENOBLE-WINTER SPORTSWEAR AND EQUIPMENT - MARCH, 1980.

(B) USDOC CATALOG/B.I.O., INSA, LYON - SCIENTIFIC INSTRUMENTS - SEPTEMBER, 1980.

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3. FOR THE NETHERLANDS:
(A) USDOC CATALOG/B.I.O., INVIA, UTRECHT - MATERIALS HANDLING EQUIPMENT - NOVEMBER 1979.

(3) USDOC CATALOG/B.I.O., BOUWBEURS, UTRECHT - BUILDING EQUIPMENT AND SUPPLIES - MARCH, 1980.

(C) USDOC CATALOG/B.I.O., HISWA, AMSTERDAM - PLEASURE BOATS AND EQUIPMENT.

(D) USDOC CATALOG/B.I.O. (ALSO POSSIBLE SUBSTITUTE FOR MACHINE OUTIL, PARIS SAME MONTH AS AN IMC OFFSITE EXHIBITION), PETROTECH, AMSTERDAM - CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION - MAY, 1980.

4. FOR BELGIUM/LUXEMBOURG:
(A) USDOC CATALOG/B.I.O., INTERELECTRONIC, BRUSSELS - ELECTRONIC COMPONENTS, E.I.P.T. EQUIPMENT - NOVEMBER, 1980.

(B) USDOC CATALOG/B.I.O., FURNITURE SHOW, BRUSSELS, NOVEMBER 8-12, 1979.

(C) USDOC CATALOG/B.I.O., EUROCLIMA, BRUSSELS - HEVAC EQUIPMENT - FEBRUARY, 1980.

(D) USDOC CATALOG/B.I.O., INSTRURAMA, BRUSSELS - PROCESS
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CONTROL INSTRUMENTATION - MAY 25-JUNE 3, 1980 (PLEASE CONFIRM T;ESE ARE CORRECT DATES AND NOT AS INDICATED IN REFTEL (C).

(E) USDOC CATALOG/B.I.O., INDUSELEC, BRUSSELS - INDUSTRIAL ELECTRICAL AND ELECTRONIC EQUIPMENT - SEPTEMBER, 1980.

5. PER THE HAGUE'S RECOMMENDATION IN REFTEL (B), AQUATECH'80 HAS BEEN DROPPED FROM CATALOG SCHEDULE. WE ARE AWAITING POST PROPOSALS FOR ALTERNATE PROMOTION STRATEGY FOR THE NETHERLANDS, BEARING IN MIND THAT TWO WOULD ALMOST CERTAINLY BE MAXIMUM NUMBER OF OFFSITE IMC EXHIBITIONS FEASI3LE FOR THE NETHERLANDS IN FY-80. CURRENT NETHERLANDS COUNT IS: IMC OFF-SITE EXHIBITIONS-ONE (WITH PETROTECH POSSIBLE SECOND EVENT); USDOC CATALOG/B.I.O. EVENTS - THREE; FOR A TOTAL OF FOUR (POSSIBLY FIVE) EVENTS. THIS REPRESENTS QUITE A CUT IN THE LEVEL OF POST PROMOTION ACTIVITY AS THINGS NOW STAND AND THIS SHOULD FREE UP POST RESOURCES TO UNDERTAKE NEW INITIATIVES.

6. PER BRUSSELS RECOMMENDATION IN REFTEL (C), INTERNATIONAL PORT EXHIBTION AND CONGRESS, ANTWERP AND GARAGE'80,

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BRUSSELS HAVE BEEN DROPPED FROM EVENT SCHEDULE. USDOC
CATALOG/B.I.O. IS SUBSTITUTED IN SEPTEMBER'80 ENDING
DETAILS FROM POSTS ON MARKET OPPORTUNITIES IN THESE
PRODUCT AREAS AND DETAILED PROFILE ON THIS SHOW. REVISED

EVENT COUT FOR BELGIUM IS: IMC OFFSITE EXHIBITION - ONE;
USDOC CATALOG/B.I.O. EVENTS - FIVE; FOR A TOTAL COUNT OF
SIX EVENTS.

7. FOR POSSIBLE USE BY POSTS IN FY-80 AS AN ALTERNATE
TO CATALOG SHOWS ARE FOUR VIDEO/CATALOG EXHIBITIONS WHICH,
AS POSTS HAVE EXPERIENCED ADD THE ADVANTAGE OF ANIMATION
AND PRODUCT DEMONSTRATION ON VIDEOTAPE TO THE PROMOTION.
THESE ARE:
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.....EXPECTED AVAILABILITY
.....AVAILABILITY SALES OF FRENCH
VTR THEME ..... DATE AT POST LIFE (THRU) VERSION

PLASTICS PRODN'T EQ. DEC'78 DEC'80 D/K
FOOD PROCN'G EQ. JUL'79 JUL'81 POSSIBLE
FLUID POWER COMP. DEC'79 DEC'81 POSSIBLE
MUSICAL INST. JAN'80 DEC'80 UNLIKELY

COMMERCE ALSO WILLING CONSIDER OTHER SUGGESTIONS FROM POST
THAT THEY BELIEVE COULD YIELD A LARGER RETURN ON INVEST-
MENT OF POST RESOURCES, PROVIDING COSTS CAN BE ACCOMMODAT-
ED WITHIN LIMITED OIM BUDGET.

8. ACTION REQUESTED: POSTS SHOULD REVIEW REVISED FY-80
PROMOTION SCHEDULES AND RECOMMEND SPECIFIC OPPORTUNITIES
TO STRENGTHEN THEM WHERE APPROPRIATE. ANY REPLIES SHOULD
REACH OIM ATTENTION CMM FIELD NLT SEPTEMBER 8. CHRISTOPHER

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Draft Date: 24 aug 1978
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Disposition Date: 01 jan 1960
Disposition Event:
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